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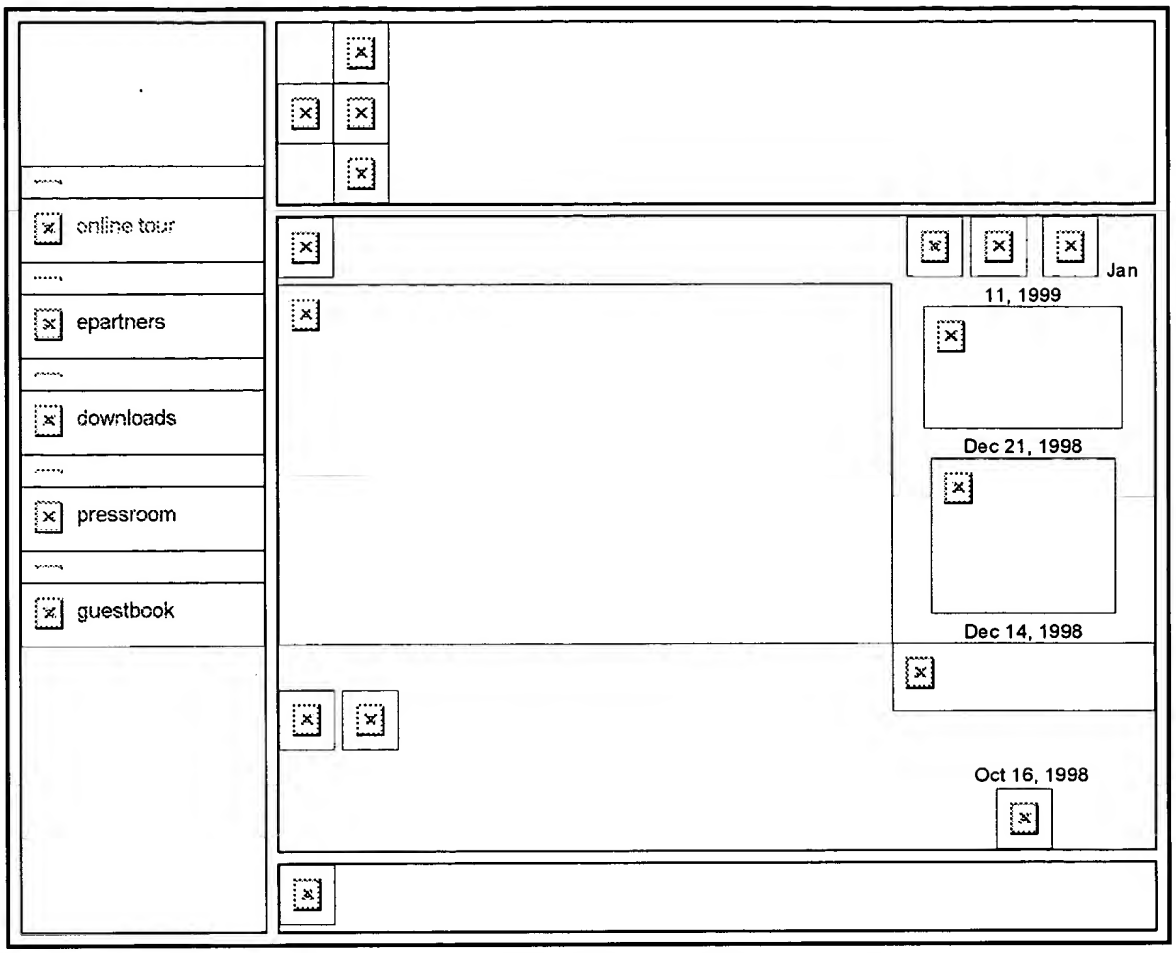

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CONTACT: FitzGerald Communications Inc.
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Leading Consulting Organizations Choose Instinctive Technology's eRoom to Drive B2B Projects

Ernst & Young, A.T. Kearney, Towers Perrin and Computer Horizons Among Top Firms to Utilize Web-Based Project Collaboration Solutions to Drive Critical Engagements

CAMBRIDGE, Mass., Feb. 14, 2000 - Instinctive Technology, Inc., the premier provider of Web-based business-to-business (B2B) project collaboration solutions, is rapidly expanding its customer base as a growing number of the world's leading consulting organizations turn to the company's award-winning project collaboration solution, eRoom, to drive B2B projects. For A.T. Kearney, Diamond Technology Partners, Ernst & Young, eB Networks/Computer Horizons, Perot Systems, Renaissance WorldWide, Towers Perrin and other leading consulting firms, eRoom is helping to solve a key issue faced by most multi-national organizations today: how to quickly deploy the infrastructure required to support distributed B2B projects that involve worldwide collaboration and widely dispersed project teams.

"In today's intensively competitive business environment, the ability to rapidly assemble, support and integrate project teams that span multiple organizations is crucial to successfully doing business in the B2B world," said Valerie Jachimowicz, manager of the BAS Implementation Project Support Center at Towers Perrin. "eRoom is allowing us to meet this challenge in a cost-effective manner, resulting in shorter turnaround times and improved client deliverables."

eRoom applications, such as proposal development and client engagement, are providing project-based organizations with a way to deliver significant competitive advantages to their firms and clients, paving the way to faster and more successful project collaboration online.

"We have two different business units working on identical projects with different clients, one using eRoom and the other a more resource-intensive product," said Ken Winell, Director of the Business Solutions Group at Computer Horizons. "The project using eRoom is 20% ahead of schedule and budget as compared to the other project. Client satisfaction is off the charts as we improve the quality of our deliverables with a solution that is faster and more

economical for our clients."

Highly project-based and dependant on new technologies to gain a competitive advantage, few industries more rapidly assemble teams, complete projects and re-assemble workers to meet new opportunities in the marketplace than the consulting industry. By eliminating the issue of how to share project intelligence and coordinate geographically distributed project teams, Instinctive is meeting this challenge with a proven solution that takes full advantage of today's Web-based world.

"Coordinating the day-to-day needs of project teams requires seamless communications that keep team members completely up-to-date on all aspects of a rapidly moving project," said Jeffery Beir, president and CEO of Instinctive Technology, Inc. "It is precisely for this reason that Instinctive developed eRoom, enabling us to capture a growing portion of the consulting market with our industry-leading project collaboration tools."

By moving projects onto the Web, eRoom is allowing these organizations to quickly bring together all elements of a B2B project, providing team members with an easy to implement, secure, virtual project space to manage all aspects of their distributed, mission-critical projects.

About Instinctive Technology

Based in Cambridge, Mass., Instinctive Technology, Inc. is a premier provider of Web-based business-to-business project collaboration solutions. The company's flagship product, eRoom, is the leading Web application for business-to-business project collaboration, enabling companies to speed their time to market by increasing the success rates of the projects that drive their business.

Instinctive has more than 300 enterprise accounts in the professional services and technology industries, including Arthur Andersen, A.T. Kearney, Bausch & Lomb, Compaq, Cisco, Deloitte & Touche, EDS, Ernst & Young, Fidelity Investments, Gillette, Hewlett-Packard, KPMG, Pfizer, Towers Perrin and The Wharton School of Business. More information about Instinctive Technology can be found on the company's Web site, at www.eroom.com.

Editors Note: eRoom is a registered trademark of Instinctive. The names of products of other companies mentioned in this document, if any, may be the registered or unregistered trademarks of the owners of the companies.

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eRoom

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Solutions

ePractices

What are ePractices?

ePractices are applications that help eRoom users envision possible new uses for eRoom

ePractices

ePractices

Tips and Tricks

ePractices are applications that help eRoom users envision possible new uses for eRoom.

They are templates that demonstrate best practices and provide the tools - the template, content and eRoom add-ons - for teams to speed implementation and adoption of these best practices. Since different project teams use eRoom to solve different problems, the ePractice templates provide a range of specific business applications across a variety of industries.

ePractices help eRoom customers to hit the ground running and maximize the benefit of their eRooms. Click below to see the different ePractices:

- IT Project Rollout
- IT Business Case
- Engagement Management
- Proposal Development
- **Product Development**
- **Human Resources Application**
- **Product Launch**
- **Client Engagement**

Please Note: These templates require eRoom 4.1 server. Current customers Click Here to visit our Customer Center for the latest maintenance releases.

IT Project Rollout

The objective of the project rollout eRoom is to enable a smooth transition of a project from IT to the eventual user community of the new system.

To Try Out:
Click Here

This transition includes training the user community, providing training materials, setting expectations about

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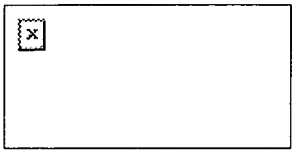
the new system, explaining features and setup, getting feedback on the new system, reporting bugs, understanding the change process and eventually using the rollout as a learning vehicle for new product rollouts as well as new product.



IT Business Case

The objective of the business case sample room is to gain corporate buy-in for a proposed IT project.

To Try Out:
Click Here
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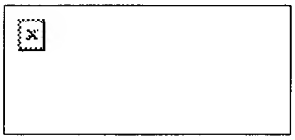
Our eRoom documents a business case for a new purchasing system. In general, when pulling together a business case, the IT team, the management, and the business units work together on documenting the current state of affairs, a desired future state of the world, what the difference between them is and then move on to analyzing different ways to solve the problem.



Engagement Management

Improve engagement management by delivering more value to clients and increase your realization rates at the same time.

To Try Out:
Click Here
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Providing increased value to clients is the only sustainable source of long-term competitive advantage for a consulting firm. Superior engagement management is the difference between those engagements where everyone's expectations and perceptions are met, or exceeded, versus those where they are not. This eRoom helps engagement managers increase client value, and improve utilization and realization, by: accelerating deliverable development, increasing the quality and value of the deliverables, and reducing non-value-added time.

Pr p sal Development

To Try Out:
Click Here
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Improve the quality of your proposal development process and create more winning proposals.

The proposal is the first deliverable a client sees. Creating winning proposals involves improving the quality of the proposal development process as well as the skills of the proposal writers. This eRoom does not offer its own proposal development process, but it shows how an eRoom can be used as a template for a firm's proposal development process. This best practice eliminates confusion for proposal teams about what tasks to perform when and what documents or forms are needed at each stage. Similarly, partners and managers can eliminate the surprises from proposal teams about not knowing they were supposed to do something at a given point in time—a critical benefit when firms are under deadline pressure.

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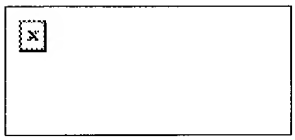

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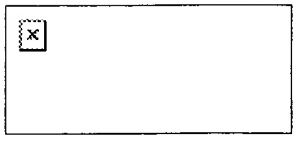

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